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a system for reconciling the unutilized coupon information in the coupon data base with the specific consumer purchase information; and

means for updating the coupon data base to reflect utilization of coupons.

Claim 2. (Twice amended) The system of claim 1 further comprising access means for a consumer to access the coupon data base to review their unutilized coupon information.

B2
Claim 4. (Twice amended) The system of claim 1 further comprising access means for the consumer to access their unutilized coupon information in the coupon data base at the store.

Claim 5. (Twice amended) The system as in claim 3 or 4 wherein the access means comprises a printout of their unutilized coupon information in the coupon data base.

B3
Claim 6. (Amended) The system of claim 1 further comprising means for entering unutilized coupon information into the coupon data base.

Claim 7. (Amended) The system of claim 1 further comprising a clipped coupon scanner to enter unutilized coupon information into the coupon data base.

B4
Claim 8. (Twice amended) An electronic coupon processing system comprising:
a coupon data base containing unutilized coupon information associated to each of a plurality of consumers [consumer];

means for entering the unutilized coupon information into the coupon data base and associating it with a specific consumer;

a check-out register capable of recording specific consumer purchase information;

a system for reconciling the unutilized coupon information in the coupon data base with the specific consumer purchase information; and

means for updating the coupon data base to reflect utilization of coupons.

4
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Claim 9. (Twice amended) The system of claim 8 further comprising access means for a consumer to access the coupon data base to review their unutilized coupon information.

3
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Claim 11. (Twice amended) The system of claim 8 further comprising access means for the consumer to access their unutilized coupon information in the coupon data base at the store.

Claim 12. (Twice amended) The system as in claim 10 or 11, wherein the access means comprises a printout of their unutilized coupon information in the coupon data base.

34
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Claim 13. (Amended) The system of claim 8 further comprising a clipped coupon scanner to enter unutilized coupon information into the coupon data base.

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Claim 14. (Twice amended) A method for electronic coupon processing comprising:
entering unutilized coupon information of [any consumer] a plurality of consumers into a coupon data base, where the unutilized coupon information is attributed to [the] a specific consumer;

reading consumer purchase information at a store;
reconciling the unutilized coupon [data base] information from the coupon data base with the consumer purchase information;
deducting any discount or rebate from the consumer charges based on the reconciliation;
and updating the coupon data base to reflect the reconciliation.

8
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Claim 18. (Amended) The method of claim 17 wherein the access is in the form of a printout of the unutilized coupon information.

Claim 19. (Amended) The method of claim 14 further comprising the utilization of a code scanner to enter the unutilized coupon information from clipped coupons into the coupon data base.

9
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Claim 21. (Twice amended) A method for electronic processing of discount coupons comprising:

entering unutilized coupon information of [any consumer] a plurality of consumers into a coupon data base, where the unutilized coupon information is attributed and accessible to [the] a specific consumer;

reading specific consumer purchase information at a store;

reconciling the unutilized coupon [data base] information from the coupon data base with the specific consumer purchase information;

deducting any discount or rebate from the consumer charges based on the reconciliation;

and updating the coupon data base to reflect the reconciliation.

Claim 22. (Amended) A method for electronic processing of discount coupons comprising:

10
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reading coupon information of a plurality of consumers from unutilized clipped coupons with a bar code scanner and sending the unutilized coupon information to a data base where the unutilized coupon information is attributed to a specific consumer;

scanning information of products chosen by a specific consumer at a check out register having the capability to identify the specific consumer in relation to the coupon data base;

reconciling the unutilized coupon information with the register information and providing any applicable discount to the specific consumer at the register;

updating the data base to reflect purchases and discounts given at the register;

sending the utilized coupon information and register information to a source for reimbursement to vendor; and